



## **BROADVIEW v7 DELIVERS POWER-SIMPLICITY-EFFICIENCY** **New Features, New Look, Plus Wide-Ranging BXF Functionality**

**LAS VEGAS, Nevada (NAB Show Booth N4334) – April 12, 2010** – Today at the 2010 NAB show, BroadView Software unveiled v7 of its integrated traffic, sales and programming suite for both television and radio management. BroadView v7 sets the standard for power, simplicity and efficiency as broadcaster migration to next-generation management solutions accelerates to keep pace with the highly competitive, volatile media marketplace.

In addition to across-the-board improvements in usability and workability that allows even novice users to quickly master its advanced functionality, BroadView v7 also provides BXF-compliant architecture. BXF extends BroadView's fully integrated, modular approach, bridging a broad array of systems to create a seamless solution regardless of the different elements that clients choose.

Core achievements in v7 include:

- Pacesetting advances in the 'look' and 'feel' of the system creating the industry standard for a more intuitive, fast-to-master interface.
- Hundreds of innovations in functionality, easy of use and efficiency.
- Designed to fully leverage Windows 7 features.
- Highly configurable to suit specific station needs for reports, individualized workflow.
- Seventh-generation stability and reliability combining sophistication and simplicity.
- Provides fully capable multiplatform distribution platform ensuring forward compatibility with emerging media opportunities.
- Simply the most advanced, best-engineered system to deliver the best value currently available for the media industry.

"BroadView v7 realizes our 'trifecta' approach combining highly configurable software, excellent training plus full conversion of our clients' historical data," said Michael Atkin, BroadView Founding Partner and President. "Our industry leadership comes from delivering what broadcasters want, the way they want it with the greatest efficiency and the lowest total cost of ownership."

BroadView v7 is being demonstrated at the BroadView booth at NAB. The release version will be available in May.

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**About BroadView Software**

BroadView Software Inc. is a leading North American software developer specializing in broadcast information-management solutions. With more than two decades experience, BroadView has a well-established reputation in the broadcast industry for delivering a comprehensive toolset for programming, traffic and sales that combines sophisticated functionality with ease of use. BroadView's winning trifecta for clients provides highly configurable software, excellent training plus full conversion of historical data. With BroadView, stations can maximize revenues with increased profitability and operational savings. For more information, visit [www.BroadViewSoftware.com](http://www.BroadViewSoftware.com).

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